CHRISTIE'S

PRESENTS



Christie's x What Goes Around Comes Around 25th Anniversary Partnership Overview

OVERVIEW

In conjunction with the 25th Anniversary of What Goes Around Comes Around, we partnered with Christie's Auction House on a first-of-its-kind dedicated auction in the US market, which included 150 of the most incredible pieces from WGACA's unrivalled luxury vintage collection. The selection ranged from handbags & accessories, to ready-to-wear to incredibly rare objets d'art.

This landmark partnership was a focal point for consumers with an appetite for luxury fashion, accessories and collectibles. The live auction drew international participation from the highest echelons of fashion enthusiasts.

Objectives:

- Position WGACA as the leading purveyors of luxury vintage.
- Generate brand awareness, leads and sales around the Christie's Auction.
- Engage with local tastemakers and promote WGACA as part of an influential community.
- Cultivate VIP and new client relationships.



The sale included some outstanding pieces, which are true symbols of their moment in fashion history and represent bold artistic expression from the most visionary designers of the modern era. Highlights include: Hermès Rouge Impérial Porosus Crocodile Lisse Kelly Sellier Bag, Philippe Barland x Chanel Limited Edition Blue Carbon Surfboard, Hermès Vert Celadon Alligator Lisse Kelly Sellier Bag, Hermès Yannick Manier 30's Bag, MONSTER x Chanel Black Quilted Adjustable Headphones and a customized Rolling Stones Leather Jacket Hand-Painted by Charlotte Watts (Charlie Watts's granddaughter) for the 2016 Rolling Stones Exhibitionism launch. It is one of two made and was owned by Tommy Hilfiger.













EVENTS

To celebrate this iconic partnership, WGACA x Christie's launched a robust multi-channel marketing & press strategy, as well as hosted a series of events leading up to the live auction during New York Fashion Week in New York City on September 18, 2018 -

1. Beverly Hills - Christie's x WGACA Preview Event:

The partnership kicked off with an exclusive star studded preview event at the What Goes Around Comes Around Beverly Hills flagship store on August 21, 2018. Hosts included Erica Zohar, Ashlee Margolis, and Tina Craig. Attendees included Kim Kardashian, Ellen Pompeo, Kathy Hilton, Draya Michele and Jhene Aiko. All guests had the opportunity to get a sneak peek of highlights from the auction lot before the collection went on sale at Christie's in New York City on during New York Fashion Week.

2. NYC - Christie's x WGACA Preview Event:

An exclusive New York Fashion Week event, this invite-only preview was held at Christie's Headquarters. Attendees had the opportunity to get a sneak peek of the full What Goes Around Comes Around collection which was included in the live auction on September 18th. Featured items from the sale were on display in New York for a public exhibition at Christie's New York from September 7 – September 17, 2018

3. NYC - WGACA 25th Anniversary Celebration:

Following the NYC Christie's x WGACA Preview Event, WGACA hosted a celebration at Gitano that included guests such as Emily Ratajkowski, Luka Sabbat, Stefanie Giesinger, Joy Corrigan, Ambra Battilana Gutierrez, Draya Michele and more.

4. NYC - Christie's x WGACA Live Auction:

The highly anticipated live auction took place at Christie's HQ in NYC on September 18th. The live auction drew international participation from the highest echelons of fashion enthusiasts. The sale was a huge success and realized a total of \$1,659,250. The special one-off auction of rare collectibles sold 87% by lot and 96% by value. Deep bidding was witnessed across all sales channels and there was active global participation from registered bidders across more than 32 countries spanning Asia, the Americas, Australia, Europe, United Kingdom, Russia, and Middle East with representation from five continents.

ABOUT: WGACA

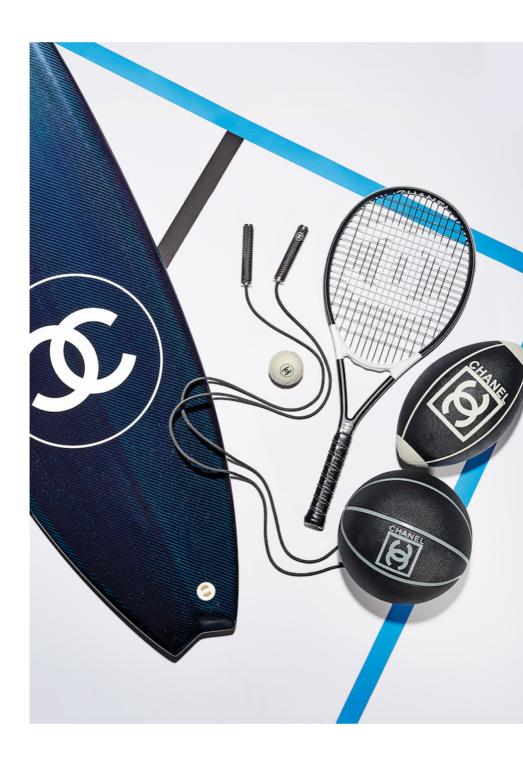
Founded by Seth Weisser & Gerard Maione in 1993, What Goes Around Comes Around (WGACA) is the premier destination for the finest curated luxury vintage from around the world. Its unrivaled selection of pre-owned accessories and clothing from brands such as Chanel, Hermès, Louis Vuitton, Gucci, Dior, Fendi, Alaïa and Saint Laurent is housed with a coveted collection of vintage denim, rock tees, and other one-of-a-kind finds. What Goes Around Comes Around is renowned by celebrities, tastemakers, and vintage connoisseurs alike who come in search of authentic and collectible luxury vintage and a shopping experience that is like no other.

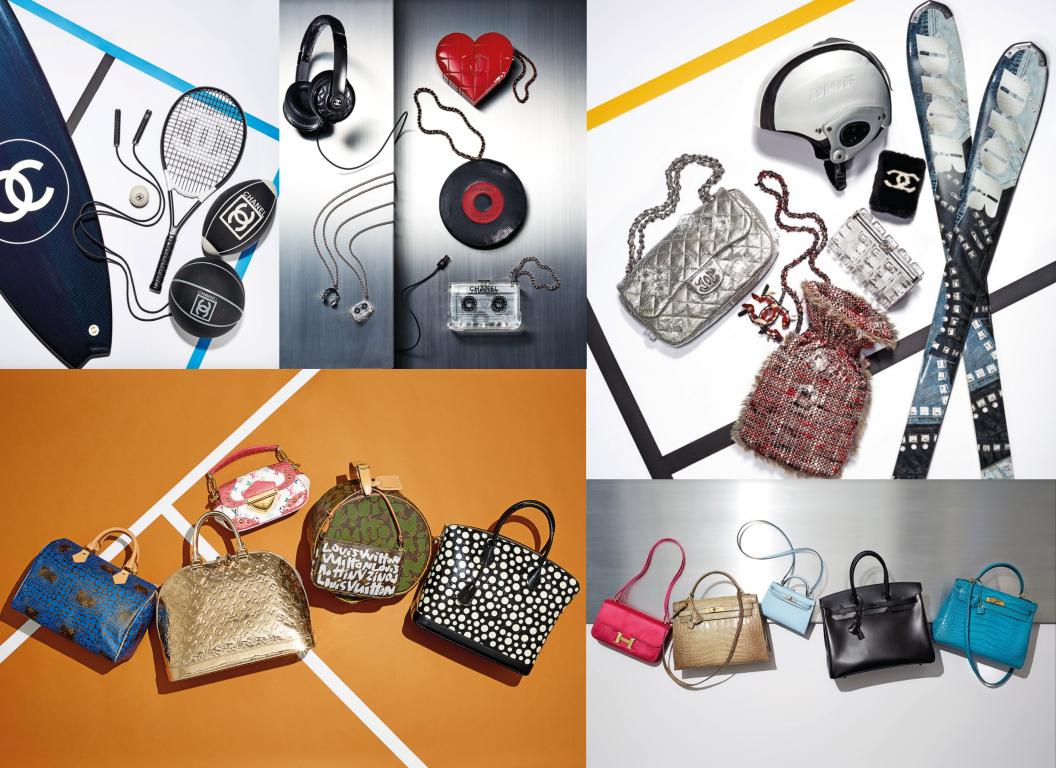


ABOUT: CHRISTIE'S

Christie's, the world's leading art business, had global auction sales in 2017 that totaled f4.5 billion / \$5.7 billion, confirming art market leadership with a 34% increase over 2016. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as international glamour. Christie's offers around 350 auctions annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, and more. Prices range from \$200 to over \$100 million. Christie's also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War & Contemporary, Impressionist & Modern, Old Masters and Jewelry. Alongside regular sales online, Christie's has a global presence in 46 countries, with 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, Hong Kong, and Shanghai.

*Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and are reported net of applicable fees.







TOP PRESS COVERAGE

■ VOGUE

The Preview of What Goes Around Comes Around's 25th Anniversary Sale at Christie's Is a Fashion Week Must



Vintage powerhouse What Goes Around Comes Around is celebrating 25 years in business with a one-off sale at Christie's that will be on view during New York Fashion Week and go under the hammer on September 18.

A lot has changed since cofounders Gerard Maione and Seth Weisser moved to the Big Apple in 1991 and hit the party scene, which "was definitely about fashion back then. If you didn't have good style," Weisser recalls, "you weren't going to get into the party." Maione, who spent his day hours working for Ralph Lauren, that conjurer of Gatsby and turn-of-the-century English country life, had firsthand experience of how high fashion could be informed by vintage. Together, the friends came up with the idea of presenting vintage with a point of view and putting it in a curated environment that would attract tastemakers and high-profile personalities. Weisser can't, or won't, name a unicorn (rare item) that he's searching for-"Tve really bought everything I ever wanted," he demures-but is happy to share one of WGACA's "holy grail moments." The Japanese market was denim mad in the 1990s, especially for vintage Levi's. And while early-20th-century jeans came up on the market, not even Levi's had pre-1900s dungarees. WGACA

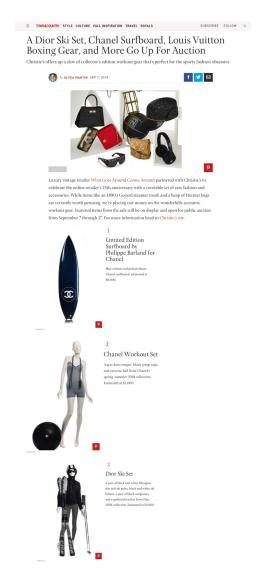
got its hands on a pair that had come out of a coal mine in Colorado and sold them to the company for \$25,000.

By choosing to have their 25th-anniversary sale at Christie's, WGACA is aligning fashion with art, though Weisser clearly states that only certain pieces-like a handpainted Hermès bag from the 1930s that will be in the sale-justify that title. Still, there are key pieces and collections that "aren't coming back," and he and Majone are determined to position luxury fashion as a collectible. The two have spent a year putting together pieces that will make a memorable sale. "So many people think they've seen everything," Weisser says, "It was our challenge to bring pieces that have never been exposed, or only once in a blue moon, to Christie's." Look forward to lots of Chanel, including a rare surfboard; pieces from Yayoi Kusama's collaboration with Louis Vuitton; and, of course, Hermès bags, the rare fashion purchase that has a ROI. "The investment value of these special pieces, notes Caitlin Donovan, the auction house's Handbags and Accessories Specialist, "is largely tied to the exceptional craftsmanship implemented in creating each piece. Weisser puts it more bluntly: "If you bought [a Birkin] 10 years ago, it's already worth more than you paid for it," he says. "The luxury customer is beginning to understand that there is always going to be a residual resale opportunity."

An inherent selling point of vintage is rarity, but the biggest change Weisser's clocked in his quarter-century in the business isn't scarcity as much as a shift of interest from period pieces to brand-name ones. Generally speaking, collectors are less interested in clothing that evokes the world as it was and more interested in trophies from notable collections. Calling all retro hypebeasts . . .

Vogue Date: 7.31

UVPM: 6,599,187



Town & Country Date: 9.7

UVPM: 1,489,750



The Daily Front Row Date: 9.20

UVPM: 140,618



TOP PRESS COVERAGE

VOGUE

Vogue's guide to vintage shopping with What Goes Around Comes Around

To celebrate What Goes Around Comes Around's 25th anniversary, the New York virtuage institution and Christicis will host a one-off-sale of some of the shop's most cellectifie edjects. Ahead of the auction on 18 September, Vogue ments founders Gerrard Maione and Seth Weisser for a private our around the world of virtuage shopping.



"The truth is that vintage and pre-owned items are sometimes more exclusive than the actual new products," says Weisser, adding that some items in their possession could be considered museum pieces. "[Genard and Seth's] immense understanding has really helped shine a light on this market," explains Caltlin Donovan, Christie's head of sale for handbags and accessories. "We are seeing some top Christie's clients across the board - from fine art to interiors - gravitating towards vintage, which is even more celebrated than what they can

on 18 September, where around 220 of What Goes Around Comes Around's collectible pieces – including accessories from the Louis Vuitton by Stephen Sprouse 2001 collection, a Philippe Barland for Chanel surfboard and a scries of multicoloured Hermès Kellys and Birkins - will go under the hammer. Ahead of



Timeless classics vs. statement piece

Whether you're looking for an investment or want a statement piece, always let your heart lead you. "Usually what we recommend is for people to go with what they feel really strongly about and what they love," says Weisser. Sometimes, he says, customers decide to bet on niche brands in the hope they will accrue value over time. Weisser takes the example of an Ossie Clark dress bought maybe ten years ago when the brand wasn't particularly sought after, which has probably doubled its value by now.

In the main though, if you do want your piece to hold investment value, Donovan suggests sticking with premier designer labels, and avoiding It bogs or trend-driven pieces. "Some clients only collect Herme's from the 2000s, others only want vintage Chand pieces from the 1970s," she explains, "Each collecting

Vogue Paris Date: 9.16

UVPM: 6,599,187



Dolls Kill boutique opens on Fairfax Avenue offering 'a nightclub that



<u>LA Times</u> Date: 9.6 UVPM: 23,904,510



TOP PRESS COVERAGE

HAMPTONS

Parties ▼ People ▼ Food & Drink ▼ Home & Real Estate ▼ Style & Beauty

WHAT GOES AROUND COMES AROUND CELEBRATES 25 YEARS WITH A COLLABORATION WITH CHRISTIE'S

By Phebe Wahl | September 7, 2018 | Style & Beauty

This fall, East Hampton's What Goes Around Comes Around makes a fashionable entrance at



Every true fashionphile knows that the best pieces never go out of style. After first launching its luxury vintage clothing store in 1993 in Soho, What Goes Around Comes Around (whatgoesaroundnyc.com) has expanded to locations in Miami, East Hampton and Beverly Hillswith a new location to debut soon on Madison Avenue uptown. Today, the highly curated collection features ultraluxe brands like Hermès, Chanel and Louis Vuitton, with a heavy focus on handbags and accessories. To toast its 25th anniversary this fall, the elevated resale retailer will present a special one-off auction of rare collectible fashion items in collaboration with Christie's auction house. "It is the first live auction of its kind," says Gerard Maione, who co-founded the brand with Seth Weisser. A selection of coveted collectibles (think Chanel surfboards, hard-to-find Birkin bags and other precious finds) will be on display Sept. 7 through 17, followed by the live auction timed to



Hamptons Magazine Date: 9.7

UVPM: 40,000

The Independent Vintage Fashion Duo To Host Anniversary Sale

What Goes Around Comes Around partners with Christie's Auction House

> By Zachary Weiss AUGUST 7, 2018

There's no one in the game of vintage Hampton store last week fashion quite like Gerard Maione and Seth Weisser. Since 1993, the unmistakable duo has been a regular fixture on the shopping circuit, always on the hunt for the highest quality, and of course, the rarest fashion finds from

years gone-by.

Now, fresh off the heels of the news that their vintage empire, What Goes Around Comes Around, with a location in East Hampton, will be part-nering with Christie's Auction House on a historic 25th anniversary sale of rare goods on September 18, we sat down with Weisser to look back on the past 25 years of business and what's in store for the next 25 — and beyond!

Tell us the origin story of What Goes Around Comes Around! How did you get your start?

Gerard and I met at Syracuse Univer sity in 1988. When we moved to New York City, we discovered that fashion was the key to gaining entrance to a good party. We spent weekends scour-ing flea markets and consignment shops for the perfect pieces and sold them for extra cash.

Our interest in curating vintage for high fashion customers grew as we learned that people not only appreciate our taste in vintage clothing and accessories, they're also willing to pay for it.

Your New York City locations are known to attract many celebrities. Like who?

We've been fortunate to build and maintain a huge roster of celebrity clientele over the years. Kendall and Kylie Jenner are long-time customers and are often photographed in cloth-ing and with accessories they've purchased from us.

Lenny Kravitz, who is currently

on tour, recently performed in one of our vintage rock tees, and Robert Downey Jr. was snotted in our East

How do your NYC and

There are too many celebrities to

The two markets do overlap. However, the biggest difference is the stores themselves. The Sollo store has an archive in the basement that attracts international fashion designers looking for inspiration and is a go-to for celebrity clients and their stylists. The archive houses an array of hard to find vintage and some of our most exquisite ces of designer clothing.

The SoHo store has been open for

25 years and has longtime cu that have been shopping with us for years, as well as international cus ers that pop in to shop every time they

The East Hampton store, open for four years, is frequented by New York locals and tourists that visit the Hamptons during the summer season.

This is your fourth year out east. Is this an indicator of a growing clientele?

Unlike other stores that pop-up for the summer season in the Hamptons, our store is open year-round. We are a part of the mix now and continue to deepen our relationship with the Hamptons

Are there any other pop-up destinations on your list that you have yet to tackle?

Later this year, we'll be opening an up town flagship store. This new location, at 21 E. 67th Street and is slated to open in October and will expand on the success of our five locations, while cater-

We are constantly exploring new retail concepts and ways to service our customers. What Goes Around Comes



The Independent Date: 8.7

UVPM: 30,000



SOCIAL: INSTAGRAM

@whatgoesaroundnyc Followers: 143k

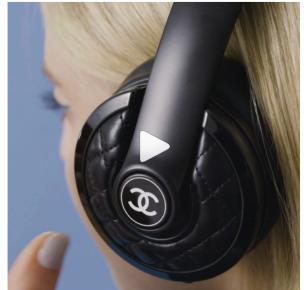




Add a comment...











SOCIAL: INSTAGRAM

@whatgoesaroundnyc Followers: 143k





whatgoesaroundnyc 🐡 • Following Christie's

whatgoesaroundnyc There's only a few more days until our 25th Anniversary Auction at @christieshandbags! To explore the rare auction finds (like the Hermès skateboard featured) click the link in our bio for the virtual tour, #WGACAxChristies







whatgoesaroundnyc 🐡 • Following

whatgoesaroundnyc Missed out on our 25th anniversary auction? Shop other auction-worthy finds. Link in bio.

psdemerer Omg. @jessicajeanmartin @courtneylgeorge the workout ball

nabilamakhtar Awesome:) mzyskytruepro Perfect 🐒 ismagulova42 Nice jg883267 ♥





Add a comment...

whatgoesaroundnyc 💠 • Following Christie's

whatgoesaroundnyc Thank you to all who helped us make history on our 25th

marciorecche @amandachristiano

hamaregroup Smart 😊

ornstein.david So cool!! 25 More

evaentertainment 🥹 😉

vaporbornfamilia Superb awesome

hussein kassem amro This is a good picture but I don't know if it is because of good lighting or place... maybe composition

nabilamakhtar 🙂





BLOG: HERE ARE OUR TOP SELLERS FROM THE 25TH ANNIVERSARY AUCTION

HERE ARE OUR TOP SELLERS FROM THE 25TH ANNIVERSARY AUCTION



Shiny Vert Celadon Alligator Sellier Hermès Kelly 32



Peugeot X Hermès Bicycle

The What Goes Around Comes Around zgthAnniversary Auction was a success! More than \$1.6 million in rare collectibles were sold to bidders all over the world including those online, in-person and by phone Sept. 18th at Christie's in New York. Active participants from more than 32 countries spanning Asia, the Americas, Australia, Europe, United Kingdom, Russia, and Middle East with representation from five continents tuned in for the incredible event. The top lot from the auction was a rare, Shiny Vert Celadon Alligator Sellier Herm'es Kelly 32 bag from 1995 which sold for \$47,000. Other top sellers included a So Black Herm'es Birkin 35 by Jean Paul Gaultier which realized \$43,750; a limited-edition gold, leather and black carbon bicycle by Peugeot and Herm'es, which sold for \$10,625; and a 1960s tan tweed haute couture jacket & skirt by Chanel which sold for \$10,000. "The Christie's X WGACA auction partnership once again proved the luxury collector's passion for great items," said Seth Weisser, CEO of What Goes Around Comes Around. "We're so excited about the sale and look forward to future collaborations."



So Black Hermès Birkin 35 by Jean Paul Gaulti-



1960s Chanel Suit

View full post here

BLOG: OUR DIRECTOR OF LUXURY BUYING SHARES HER 25TH ANNIVERSARY AUCTION TOP PICKS

OUR DIRECTOR OF LUXURY BUYING SHARES HER 25TH ANNIVERSARY AUCTION TOP PICKS

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We are celebrating our 25th Anniversary and closing out New York Fashion Week with our highly anticipated 25th Anniversary Auction on September 18, 2018. We've partnered with Christie's for a single dedicated live auction of more than 200 incredible handbags, accessories, ready-to-wear clothing, luxury sports gear, and rare objets de art. We asked Paige, our director of luxury buying, why she's excited about the auction and her favorite picks from the lots.

"For serious vintage lovers, shopping is a sport," Paige said. 'And nowhere is this more true than at a live auction, where the thrill of the hunt takes on new meaning, with bidders from all over the world vying for the rare and special selection going up on the auction block. Whether you plan to bid 'til you win or just watch from the sidelines, attending an auction at Christie's means a chance to witness fashion history in the making!"

Here are her top picks.



LOT 22 LOUIS VUITTON BY MANOLO BLAHNIK MONOGRAM CENTENAIRE SHOE TRUNK, 1996

How apropos that renowned footwear designer Manolo Blahnik created this trunk, outfitted perfectly to carry two pair of shows, for



LOT 29 LIMITED EDITION HERMÈS FUCHSIA & ULTRAVIOLET SATIN CONSTANCE ELAN, 2010

The bold fuschia bag with ultraviolet lining is a rare find even for the most serious of Hermes collector.



LOT 105 LIMITED EDITION CHANEL RED LUCITE HEART CLUTCH,

Chanel made only 100 of these for a collaboration with Harper's Bazaar and was originally sold to raise money for the victims of the September 11 attacks.





LOT 181 CHANEL WORKOUT SET, 1998, 2000, 2013

This lot includes a gray knit romper, a black exercise ball, and a black jump rope – all by Chanel – to keep you fit in style.

LEARN MORE ABOUT THE 25TH ANNIVERSARY AUCTION

LOT 168 CHANEL SHINY BLUE ALLIGATOR SMALL CLASSIC FLAP BAG, 1996-1997

This precious Alligator Mississippiensis comes with a CITES 11-B and cannot be shipped outside of the United States.

View full post here



BLOG: SEE EVERYTHING THAT'S IN THE CHRISTIE'S AUCTION

SEE EVERYTHING THAT'S IN THE CHRISTIE'S AUCTION



What Goes Around Comes Around co-founders Seth Weisser and Gerard Majone with host Tina Craig of The Rag Snob

In celebration of our 25th anniversary, we partnered with Christie's for our 25th Anniversary Auction of more than 200 rare collectible fashion items including ready to wear, handbags, jewelry, accessories, sports gear and other novelty items we've collected over the years. Items from the sale were on display Saturday evening for a private preview at Christie's New York, East coast fans got to see all the Items up close before the live auction on Sept. 18th at Christies. You too can view the Items in-person now through Sept. 17th. Those who cannot attend the preview or the auction can take a virtual tour of the auction and bid online, via phone, or submit a written bid.





Hannah Bronfman, Erica Pelosini Leeman, Tina Craig, Alexa Dell, and Erica Wertheim Zohar Want to see more?









EMAIL: TAKE A VIRTUAL TOUR OF OUR 25TH ANNIVERSARY AUCTION

SIGN IN OR REGISTER

WHAT GOES AROUND COMES AROUND

SEARCH Q SUSD



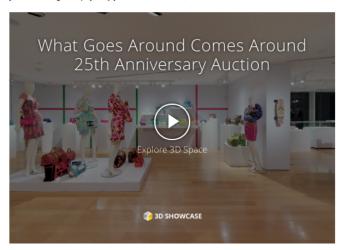
September 18, 2018 - 11am (EDT)

Christie's New York

20 Rockefeller Center

In celebration of our 25th Anniversary, we've partnered with Christie's to present a special one-of-a-kind auction of our rare collectible fashion items. Items from the sale will be on view at Christie's in New York from September 7th through September 17th. The live auction on September 18th includes some outstanding pieces, which are true symbols of their moment in fashion history and represent bold artistic expression from the most visionary designers of the modern era. Highlights include limited edition Hermès, Chanel and Louis Vuitton bags, iconic runway looks and hard-to-find collaborations such as a Limited Edition Philippe Barland x Chanel Surfboard and MONSTER x Chanel Headphones.

We are very proud of the collection we're offering with Christie's to celebrate this great moment in our company's history. The collection represents an incredible cross-section of some of our favorite and most important pieces from years of collecting. We hope you enjoy the sale.* - Seth Weisser, WGACA Co-Founder



SEE WHAT'S IN THE AUCTION

VIEW CATALOG

LEARN MORE, BID ONLINE, IN-PERSON, BY PHONE, OR ABSENTEE

No matter how you would like to participate, you must sign up 24 hours before the auction to bid.

